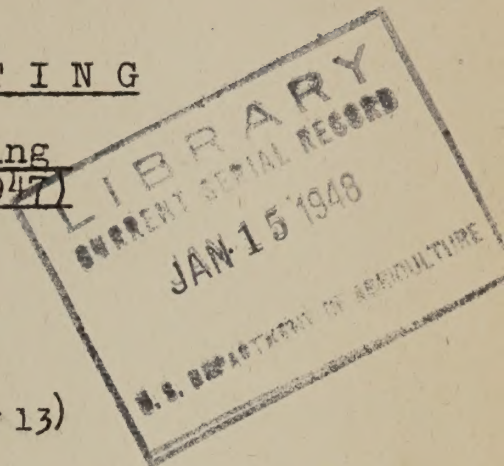


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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
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A G R I C U L T U R A L M A R K E T I N G

(Script No. 5...For Use During
the Period August 18-30, 1947)



PART I --- Research and Marketing Act (pp 1-7)

PART II --- Egg Quality Conservation Drive (pp 8-13)

PART I --- Research and Marketing Act (7½ minutes)

ANNOUNCER: The marketing of America's food is of direct concern to everyone --- farmer, distributor, and consumer. Today station _____ presents another in the series of broadcasts designed to tell farm and city people more about the latest developments in the field of agricultural marketing.....With us in the studio again today is _____, of the _____ office of the Production and Marketing Administration. We heard a lot during the past year about the Research and Marketing Act that's been on the books since June a year ago. Now I read that funds have been appropriated to the Department of Agriculture for administering the law, and that research projects are already underway.

PMA: That's right, _____. In the regular Department of Agriculture appropriation act last month Congress made nine million dollars available for carrying out the purposes of the Research and Marketing Act. And, as you say, work is already underway. The first project was authorized at the beginning of August.

THE DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.
OFFICE OF THE SECRETARY
WASHINGTON, D. C.

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- ANN: That project is concerned with the development of portable corn drying equipment, isn't it?
- PMA: Yes, and I think that this **first** piece of research will give us a pretty fair idea of how the Act will work in certain types of cases...and just how much it will mean to farmers and consumers.
- ANN: Since corn is America's largest crop and since this year's crop is causing more concern than usual, that would seem like a good place for the new Act to get started. Anything that is done to improve corn quality this year will mean a great deal to our total supply of foodstuffs.
- PMA: We always have some trouble with soft corn regardless of the weather. And this year it's possible that we'll have more of a problem than usual. Under this first research project the Department hopes to be able to meet the problem of soft corn by this fall...in case the need should prove to be serious.
- ANN: You said that this first project would give us an idea of how the Research and Marketing Act will work.
- PMA: Well, you know that under the law as it was passed last year Congress specified three methods by which the research could be carried on.
- ANN: As I recall it one of the innovations in this Act was the provision that the Department could let out some of the research to be done on private contract.

PMA: That's an important provision, because it will often permit the Government to save money and valuable time when it is working on a short time, emergency project, such as this one on corn drying equipment.

ANN: And for longer time projects or for projects where facilities are already available for research, the Department can use its own research laboratories, is that it?

PMA: That's right. Or we can use the cooperative research facilities at the State agricultural colleges and experiment stations.

ANN: Which of these three methods is being used for this first project on corn drying equipment?

PMA: All three of them. If this project is going to help the marketing of this year's corn crop it will have to be ready by fall. So the Administrator of the Research and Marketing Act, Mr. E.A. Meyer, has mobilized all the resources at his disposal. He'll use a combined Federal, State, and private research program.

ANN: It's heartening to know that we now have such a comprehensive set-up for research in this agricultural marketing field. It has always puzzled me to see the strides that have been made in the development of new and better methods of producing food while we have done relatively little about the problems of keeping the food moving through our complicated distribution system.

PMA: That's something that has also bothered food producers and distributors as well as farmers and agricultural leaders. One of the troubles, of course, has been the difficulty of financing and organizing the large-scale research that needs to be done. Most of the farmers and distributors who are involved in moving our food from the farm and into the homes of consumers are usually small or medium-sized operators...at least when they are compared with the giant industrial corporations with their big laboratories.

ANN: But the country has recognized the need for research into better food production methods for a long time.

PMA: Well, in a way, I suppose we can say that this emphasis on better food production has helped to create the need for more marketing research which Congress has answered with this law. Don't forget that only fifty years ago the people in our big metropolitan centers of the Northeast weren't reaching much farther than their nearby farming areas for most of their perishable foods. Now the whole base of our food distribution system has changed. There are few areas in the country today which aren't dependent on several other areas for meeting their needs for agricultural products.

ANN: I remember a remark that Secretary of Agriculture Anderson recently made. He said something to the effect that farm technology was traveling along a one-way road that never turns back. We've produced hybrid seed corn, we've eliminated tuberculosis in cattle, and we've developed hybrid livestock and poultry which produce more and better food out of less feed. Now the problem is to streamline our distribution system so that we can get all of this better food into the hands of the consumer at the cheapest cost.

PMA: That's the kind of thinking that led to this Research and Marketing Act. Actually, of course, we've had some marketing research for a long time. In Department laboratories and State experiment stations we have developed new uses and outlets for many products and we've gone a long way toward developing a useful set of grades and standards for fresh **fruits** and vegetables and many other farm products. These things have helped to bring producers better prices and help the consumer get better value for the food dollar.

ANN: I've heard several people say that one trouble with much of the **marketing** research that has been done in the past is that it hasn't been carried far enough.

PMA: That's true. Before this we have studied the marketing problems of most commodities only in the first stages of the process. For some, like fruits and vegetables, we have worked up to the receiving point. On others, like dairy products, we have gone right up to and through the processing stage. But this is the first time that we are starting out with the idea of working on marketing problems for all major products all the way from the farm to the kitchen.

ANN: Can you tell us, _____, what kind of research projects Northeastern producers can look for?

PMA: There's been no long-range schedule of projects issued yet. But if you look back at the statements of Northeastern agricultural leaders who testified at the hearings on this bill last year and at the recommendations of the National advisory committees for the various commodities we can get a pretty good idea of what to expect.

ANN: You probably won't have time to tell about all these projects but suppose you give us a general idea of the important ones.

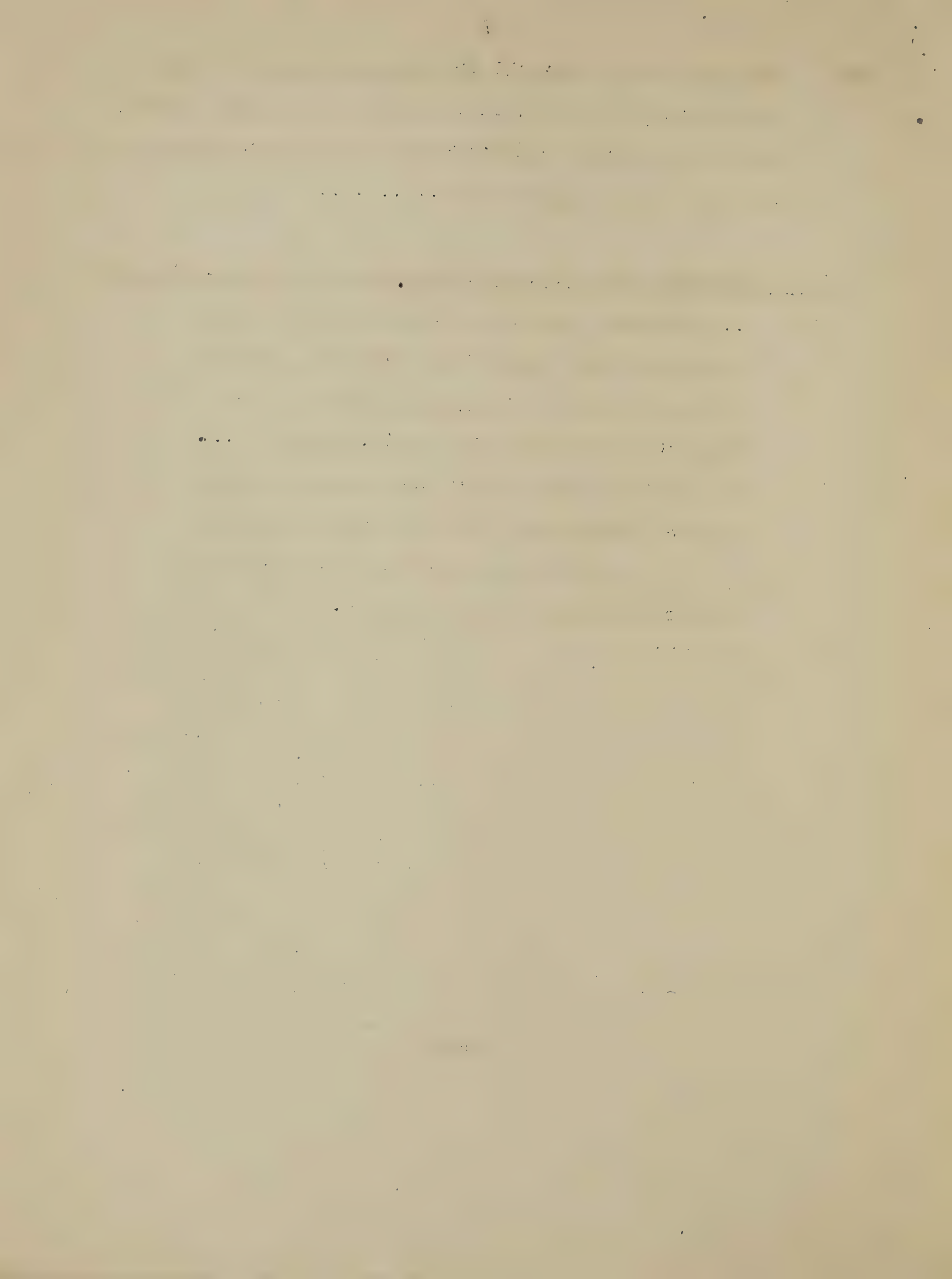
PMA: Well, in general, it was felt that the Northeast needs research on the marketing and distribution of milk, fruit, vegetables, eggs, and other agricultural commodities produced in this area. There's a call for the study of Newcastle disease in poultry, Dutch elm disease, and many other problems connected with food production and rural living.

ANN: When you add to that all the research needs of other regions in the country it looks like the people working under the Research and Marketing Act will have plenty of work for a long time to come.....

(USE FOLLOWING CLOSE IF PART I IS USED AS A SEPARATE SCRIPT)

ANN:Friends, you've been listening to a discussion of the Research and Marketing Act by _____, of the _____ office of the Production and Marketing Administration This has been another in the series of public service broadcasts brought to you by Station _____, with the cooperation of the United States Department of Agriculture.

(MORE)



PART II --- Egg Quality Conservation Campaign (7½ minutes)

(USE THIS INTRODUCTION IF PART II IS TO BE USED AS A SEPARATE SCRIPT.)

ANN: - The marketing of America's food is of direct concern to everyone --- farmer, distributor, and consumer. Today, Station _____ presents another in a series of broadcasts designed to tell farm and city people more about the latest developments in the field of agricultural marketing.....And here in the studio again today is _____, of the _____ office of the Production and Marketing Administration.....

ANN:Down at the wholesale egg markets these days buyers are looking over egg shipments pretty carefully to find top-quality. And Mrs. Consumer, when she shops at the corner grocery store, is also pretty insistent on top-grade eggs. So it seems to me that this business of producing and keeping quality eggs would be a particularly fruitful study project under the Research and Marketing Act, _____.

PMA: You're right, _____. And that's one of the top-priority projects which was recommended by the Poultry Advisory Committee under the Research and Marketing Act. Back in May they suggested that one of the first poultry problems to be tackled should be the improvement of egg quality --- with special emphasis on selecting breeding stock to produce more and better eggs. But in the meantime there's plenty that we can do to conserve egg quality at all stages of the marketing chain.

ANN: This hot-weather seems to rob the goodness out of eggs right under the noses of the farmer, the distributor, and the consumer. So, if you've got some tips on how to avoid that quality loss I'm sure our listeners will be real glad to hear them.

PMA: All right, _____. As you say, at this season of the year keeping quality in eggs is quite a problem --- particularly with some of the hot days we had this month. And this hot-weather problem becomes even more important this year.

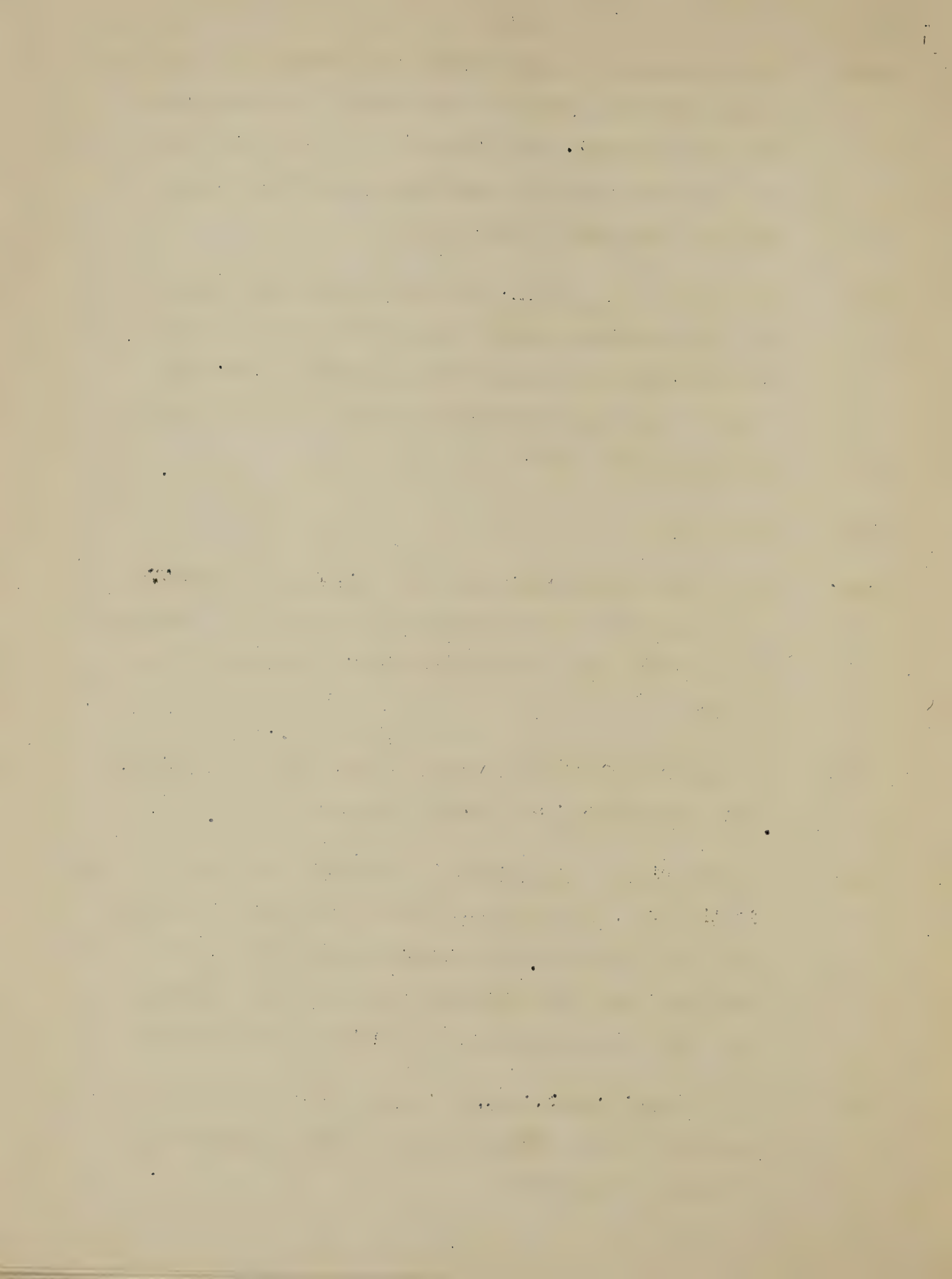
ANN: How so...?

PMA: Well, most of us know that egg consumption shot up to the highest levels in history during the war. And up to now that rate of consumption has continued at high levels.

ANN: I know that people are eating a lot more eggs than they were before the war. That's for sure.

PMA: That's right. And everyone concerned would like to keep it that way. Poultrymen, distributors, and retailers like the looks of this expanded market for eggs. Consumers like the taste of these eggs and the way they pack their meals with important food elements.

ANN:Just one big happy family, eh? As long as everyone keeps on eating eggs in record quantities, everyone is satisfied.



PMA: There's just one trouble, though.

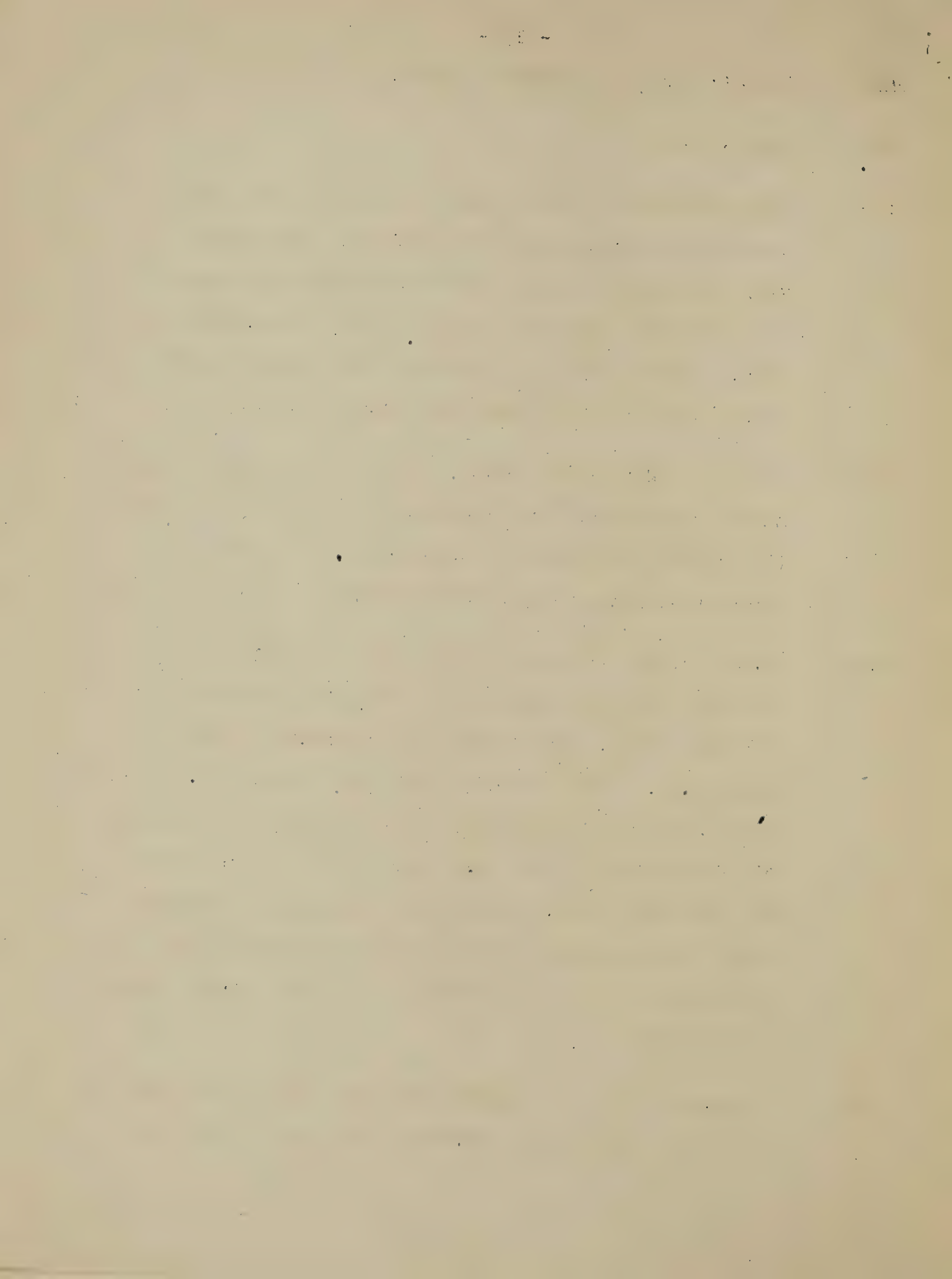
ANN: What's that?

PMA: The prospects are that toward the end of this year there'll be fewer eggs on the market. Production will probably be below the level of the first part of this year, and below the level for the same period of 1946. That's why the problem of "hot-weather eggs" is so much more important than usual this year.

ANN: I can see why that's true. With a lot of eggs on the market the demand for good quality eggs will accentuate the shortage and tend to raise prices of fancy eggs even higher than they would normally go.

PMA: That's right. Consumers as a rule will not buy inferior quality eggs even if the price happens to be a little lower. Poor quality eggs create consumer resistance. That not only cuts the returns to the producer but in the long run it will cut down on the size of the market for eggs that has been built up during the past few years.....So with all these things in mind the Department of Agriculture is engaged in a campaign to conserve egg quality ... particularly during hot weather.

ANN:And that, I suppose, is where those tips come in on how to maintain egg quality. OK, let's have them.



- PMA: Let's begin right on the farm.....because that's where egg quality conservation really starts. It's pretty important that poultry raisers have the proper facilities to clean the shells and make frequent collections.
- ANN: How often would you suggest that poultrymen collect eggs?
- PMA: At least three times a day --- that's especially important in really hot weather. Less frequent collection delays proper cooling of eggs.
- ANN: One reason for that is that sometimes an egg may get partly cooled and then be rewarmed by another hen using the same nest.
- PMA: That's right. Another thing the wise egg producer will make sure of is that only wire baskets are used for collecting eggs. Pails, woven baskets, and wooden boxes don't allow the air to circulate among the eggs and cool each one properly. It's important too to keep the eggs in a cool, moist place for at least twenty-four hours before they are packed.
- ANN: I've noticed that those producers who sell eggs by grade are usually pretty careful to follow that advice about frequent collection and proper cooling.
- PMA: Quite true. Many poultrymen would be surprised to learn how quickly a few degrees of heat, or a little too much dryness will affect egg quality. Did you know, for example, that a freshly laid egg held at a high summer temperature will lose as much quality in one day as one which has been kept under proper refrigeration for twenty four days.....And keeping humidity high is important too.

ANN: I've seen some poultry producers hang wet burlap bags in the room where they store their eggs. That seems to keep the moisture in the air pretty well.

PMA: That's a useful trick. One other thing that should be remembered is that eggs absorb odors very quickly. So never, under any circumstances, keep eggs in a musty place or where they are likely to pick up strong odors like those of onions or kerosene.

ANN: Good advice. Now for the rest of the marketing process.

PMA: Well that advice for farmers holds pretty generally true for most other stages of egg marketing. High temperatures and dryness are enemies of egg quality all along the line, not just on the farm. Moist and cool storage are important for the distributor, jobber, and retailer --- anyone who has occasion to hold the eggs for any length of time at all during their trip from the nest to the frying pan.

ANN: How about frequent marketing of eggs --- wouldn't you say that that was just as important as frequent collection?

PMA: Glad you mentioned it. Frequent marketing is very important. Again here's something that pays off at all seasons of the year --- but it's particularly necessary during hot weather.

I've seen some pretty good work done in the past. I think they have their work. That's all I can say. I'm not sure in the old days.

I think it's a little better. One thing I can say is that the work is not as good as it used to be. I think it's a little better.

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ANN: And it's most important for those producers who don't have the best possible storage facilities at the farm.

PMA: Yes, refrigeration is the main key to keeping eggs at top-quality. And where refrigeration facilities are lacking speed becomes the main thing. The faster a farmer gets his eggs to the receiving station, the quicker they move through wholesale and jobbing channels and into the retail store... and the fresher they are when the consumer gets them. Most homemakers have pretty keen noses and there is nothing that will distress them more than what they think is a bad egg.

ANN:Especially if they have paid for top-quality eggs. I think that most of our consumer listeners would be interested in learning ~~how heat and dryness~~ affect the quality of an egg.

PMA: Well, when an egg has been left for any length of time where it is too warm or dry you'll find that some of the water inside has evaporated and the air cell is larger. The white becomes thin and the yolk is enlarged and weak.

ANN: These tips should all prove helpful to our listeners, _____. But it seems time is up now. Thanks for being with us again today.....For the past few minutes you have been listening to another in a series of public service broadcasts on agricultural marketing, brought to you by station _____, with the cooperation of the United States Department of Agriculture. Today's guest was _____ of the _____ office of the Production and Marketing Administration.

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The first part of the paper is devoted to a general discussion of the problem of the origin of life.

The second part is devoted to a detailed discussion of the various theories of the origin of life.

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